

WE CLAIM:

1. A document type definition (DTD) comprising metadata for at least two types of digital assets selected from the group consisting of photographs, audio recordings, video recordings, movies, graphics, and text documents.
- 5 2. The document type definition of claim 1 wherein said document type definition is encoded in extensible markup language (XML).
- 10 3. The document type definition of claim 1 comprising metadata for photographs and audio recordings.
- 10 4. The document type definition of claim 1 comprising metadata for photographs and video recordings.
- 15 5. The document type definition of claim 1 comprising metadata for photographs, audio recordings, and video recordings.
- 15 6. The document type definition of claim 1 comprising metadata for photographs, audio recordings, and movies.
- 20 7. The document type definition of claim 1 comprising metadata for photographs and further comprising a plurality of metadata attributes for said photograph metadata, said photograph metadata attributes comprising:
 - a definition for black/white;
 - a definition for color; and
 - a definition for caption.
- 25 8. The document type definition of claim 1 comprising metadata for audio recordings and further comprising a plurality of metadata attributes for said audio metadata, said audio metadata attributes comprising:

a definition for music;
a definition for track title; and
a definition for duration.

9. The document type definition of claim 1
5 comprising metadata for audio and further comprising a
plurality of metadata attributes for said audio metadata,
said audio metadata attributes comprising:

a definition for compact disc (CD) number;
and

10 a definition for CD title.

10. The document type definition of claim 1
comprising metadata for movies and further comprising a
plurality of metadata attributes for said movie metadata,
said movie metadata attributes comprising:

15 a definition for title; and
a definition for version.

11. The document type definition of claim 1
comprising metadata for movies and further comprising a
plurality of metadata attributes for said movie metadata,
20 said movie metadata attributes comprising:

a definition for rating;
a definition for minutes; and
a definition for release date.

12. The document type definition of claim 1
25 comprising metadata for movies and further comprising a
plurality of metadata attributes for said movie metadata,
said movie metadata attributes comprising:

30 a definition for run time;
a definition for color; and
a definition for synopsis.

13. The document type definition of claim 1 comprising metadata for movies and further comprising a plurality of metadata attributes for said movie metadata, said movie metadata attributes comprising:

- 5 a definition for director; and
 a definition for cast.

14. A document type definition (DTD) comprising metadata for at least three types of digital assets selected from the group consisting of photographs, audio 10 recordings, video recordings, movies, graphics, and text documents.

15. A document type definition (DTD) comprising metadata for photographic digital assets, audio digital assets, promo digital assets, and voiceover digital assets.

16. A document type definition (DTD) comprising:
 digital content selected from the group consisting of digitally encoded asset data, a link to a file containing asset data, and a reference to a location where asset data is digitally stored; and
20 metadata for at least three types of digital assets selected from the group consisting of photographs, audio recordings, video recordings, movies, graphics, promos voiceovers, and text documents.

17. A database comprising:
25 a first record having a plurality of fields identifying a photograph;
 a second record having a plurality of fields identifying a motion picture movie; and
 a third record having a plurality of fields 30 identifying a musical recording.

18. The database of claim 17 wherein said first record comprises a field identifying the photographer.

19. The database of claim 17 wherein said second record comprises a field identifying the title of said
5 movie.

20. The database of claim 17 wherein said third record comprises a field identifying the composer of said musical recording.

21. A database comprising:
10 a first record having a plurality of fields identifying a photograph;
a second record having a plurality of fields identifying a movie;
a third record having a plurality of fields
15 identifying an audio recording; and
a fourth record having a plurality of fields identifying a voiceover.

22. A database comprising:
20 a first record having a plurality of fields identifying a photograph;
a second record having a plurality of fields identifying a movie;
a third record having a plurality of fields identifying an audio recording;
25 a fourth record having a plurality of fields identifying a voiceover; and
a fifth record having a plurality of fields identifying a promo.

23. A digital asset library comprising:
30 a database comprising a plurality of records, one said record identifying a photograph, a second

said record identifying a video recording, and a third said record identifying an audio recording; and

5 a document type definition (DTD) comprising definitions for photographs, video recordings, and audio recordings, said DTD corresponding to said database records.

24. A digital asset library comprising:

a database comprising a plurality of records, one said record identifying a photograph, a second 10 said record identifying a video recording, and a third said record identifying an audio recording;

15 a document type definition (DTD) comprising definitions for photographs, video recordings, and audio recordings, said DTD corresponding to said database records; and

digital content comprising a photograph, a video recording, and an audio recording.

25. A digital asset library stored in a computer system, said library comprising:

20 a database comprising a plurality of records, said records identifying at least two types of digital assets selected from the group consisting of still images, audio recordings, video recordings, movies, graphics, voice-overs, promos, and text documents;

25 a document type definition (DTD) comprising definitions for said at least two types of digital assets, said DTD corresponding to said database records; and

digital content of said at least two types of digital assets.

30 26. A method of retrieving digital assets from a single digital asset library, said digital assets comprising at least three different types of digital assets selected from the group consisting of still images, video

recordings, audio recordings, graphics, promos, voiceovers, and text, said method comprising:

receiving a request for at least one digital asset, said request comprising criteria to which said at
5 least one digital asset is to conform;

accessing a document type definition (DTD) of said digital asset library, said DTD defining data elements for at least three different types of digital assets selected from the group consisting of still images,
10 video recordings, audio recordings, graphics, promos, voiceovers, and text;

searching a database of said digital asset library for said at least one digital asset, said database comprising a plurality of records identifying digital
15 assets of at least three different types selected from the group consisting of still images, video recordings, audio recordings, graphics, promos, voiceovers, and text; and
returning a list of at least one digital asset conforming to said criteria.

20 27. The method of claim 26 wherein said criteria comprises a keyword.

28. The method of claim 26 wherein said criteria comprises a product ID and a version ID.

29. The method of claim 26 wherein said
25 returning a list comprises returning a list of at least three digital assets each conforming to said criteria, each said asset being of a different asset type selected from the group consisting of still images, video recordings, audio recordings, graphics, promos, voiceovers, and text.

30 30. The method of claim 26 further comprising:
receiving a request for a copy of said at least one digital asset conforming to said criteria;

accessing said at least one digital asset stored in a computer memory device of said digital asset library; and

5 creating a copy of said at least one digital asset in compliance with said request for a copy.